

Emergency Communication System (ECS) and Hurricane Katrina Response

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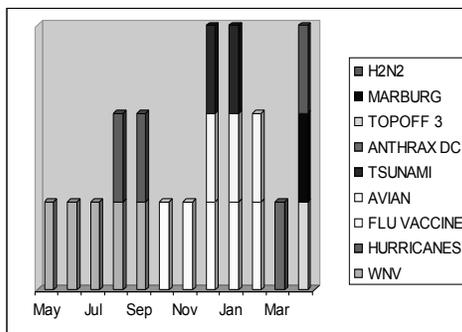
Community Health Education Team

24th National Conference on Health Promotion and Education

What is ECS?

- An all-hazards response unit comprised of multiple teams with resources and structures to provide emergency information through appropriate channels and to multiple audiences.
- Assures that CDC, speaking in one voice, is able to reach diverse audiences with health messages that are: consistent, effective, and timely.

ECS Activation 5-04 to 4-05



ECS Teams

- Leadership
- Information Management
- Communication Research
- Web
- Media
- Clinician Communication (1-800-CDC-INFO)
- Policymakers
- Public Health Workforce
- Community Health Education

CHET Community Health Education Team

- Mission: To provide ECS with expertise in implementing behavioral interventions and tailoring messages specific to communities affected by public health emergencies.

ECS Katrina Response

Activated on 8/29/05

- Communication materials: 250
- Translated materials: 40 to 6 languages
- Media: 375 press calls, 30 PSAs
- Public hotline: 1,333 calls, 544 emails
- Hurricane website: 2.4 million page views

ECS Katrina Response

- Clinician information line: 292 calls
- Clinician/Health professional e-mail: 788
 - Evaluation
 - American Medical Association
 - Infectious Disease Society of America
 - IDSA Bio Emergency Workgroup

ECS Katrina Response

- Evaluation
 - American College of Physicians
 - American Academy of Pediatrics
 - American Academy of Nurse Practitioners

ECS Katrina Response

- Evaluation
 - American Academy of Physician Assistants
 - Louisiana and Arkansas State Departments of Public Health
- Congressional Inquiries: 45
- Deployments

ECS: Katrina Response Preparing for the 2005 Hurricane Season

- CHET Preparedness
 - Message and material inventory
 - Partnership Building
 - Division of partnerships and strategic alliances
 - National Center for Environmental Health
 - Surge capacity

ECS: Katrina Response Responding to the Disaster

- CHET's role in the Director's Emergency Operations Center (DEOC)
 - Surge capacity
 - Health educators deployed to the field and CDC headquarters

ECS: Katrina Response Responding to the Disaster

- CHET's role in the Director's Emergency Operations Center (DEOC)
 - Lifeline
 - Outreach
 - American Red Cross
 - Faith Based Organizations
 - Salvation Army

Lessons Learned Expect the Unexpected

- **Methods of distribution of materials**
- **Duration in evacuation centers**
 - Safety
 - Medications
 - Priority of issues
- **Simple messages**

Responding to the Disaster

- **New messages and materials**
 - Prevention Cards
 - Stickers
 - Flyers



Lessons Learned

- **Awareness of available CDC resources**
- **Misinformation/misperceptions of the role of the health educator**
- **Materials for audiences with limited English proficiency**
- **Familiarity with emergency operations**
- **Exit strategy**

Successes

- **“One Voice”**
 - CDC Website named the primary health and safety web lane
 - Consumer Product Safety Commission Partnership
- **Rapid accessibility and response to community needs assessment data**